HEWLETT-PACKARD COMPANY Intellectual Property Administration P. O. Box 272400 Fort Collins, Colorado 80527-2400

ATTORNEY DOCKET NO. 10010610-1

IN THE TRADEMARK OFFICE UNITED STATES PATEN

JUL 1 2 2004

System and Method for Controlling the Presentation of Advertisements

Inventor(s):

Christian L. Struble

Application No.: 09/894,213

Filing Date:

6-27-01

Title:

Group Art Unit:

Confirmation No.: 4820

Examiner: Alvarez, Raquel

3622

Mail Stop Amendment **Commissioner for Patents** PO Box 1450 Alexandria, VA 22313-1450

TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT

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Transmitted herewith is/are the following in the above-identified application:

Response/Amendment (X)

Petition to extend time to respond

New fee as calculated below (X)

Supplemental Declaration ()

No additional fee ()

() Other: (fee \$

(T)								T	_		
(7) ADDITIONA FEES		(6) RATE		(5) PRESENT EXTRA		(4) HIGHEST NUMBER PREVIOUSLY PAID FOR		(3) NUMBER EXTRA		(2) AIMS REMAINING TER AMENDMENT	
	\$	\$18	х	0	=	20		NUS	МІ	19	OTAL LAIMS
8	\$	\$86	3 = 1 × \$8			MINUS		4	IDEP. LAIMS		
	\$] FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM + \$280									
	\$	TH MONTH \$1480.00				3RD MON \$950.00	MONTH			1ST MONTH \$110.00	TENSION FEE
	\$.	FEES	THER	C	-			•			
8	\$	TOTAL ADDITIONAL FEE FOR THIS AMENDMENT									

to Deposit Account 08-2025. At any time during the pendency of this 86 application, please charge any fees required or credit any overpayment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16 through 1.21 inclusive, and any other sections in Title 37 of the Code of Federal Regulations that may regulate fees. A duplicate copy of this sheet is enclosed.

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, Alexandria, VA 22313-1450.

Date of Deposit: 7-8-04

Typed Name: Mary Meegan

Respectfully submitted,

Christian L. Struble

David R. Risley, Esq.

Attorney/Agent for Applicant(s)

Reg. No. 39,345

Date: 7-8-04

Telephone No.: (770) 933-9500

Rev 05/04 (TransAmd)

- Attach as First Page to Transmitted Papers -



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

Christian L. Struble

Serial No.: 09/894,213

Filed: June 27, 2001

Group Art Unit: 3622

Examiner: Alvarez, Raquel

Docket No. 10010610-1

For:

System and Method for Controlling the Presentation of Advertisements

FIRST RESPONSE

Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450

Sir:

The Office Action mailed May 4, 2004 has been carefully considered. In response thereto, please enter the following amendments and consider the following remarks.

AUTHORIZATION TO DEBIT ACCOUNT

It is not believed that extensions of time or fees for net addition of claims are required, beyond those which may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 C.F.R. § 1.136(a), and any fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to deposit account no. 08-2025.